In the News

AACSB included the news of Dr. Jason Harkins’ appointment to Executive Dean of the Maine Business School in their online publication, AACSB Insights. AACSB Insights is global in reach and is targeted to several primary audiences: business school administrators and educators, business practitioners, prospective and current business school learners, and business school alumni.

Publications

Dr. Norm O’Reilly, MaineMBA students Connor Blake and Tom Eric, and Rick Burton, Sport
Management Professor at Syracuse, have had a paper accepted for publication. "NIL, Stakeholders, and Image Transfer: An Empirical Study of Mid-Major Student-Athletes" will be published in the *Journal of Marketing Development and Competitiveness*. "This paper explores the impact of the NIL legislation on student-athletes, undertaking focus groups of D1 student-athletes to learn about the challenges, obstacles, and reality of NIL for them," Dr. O'Reilly says. "We countered this with interviews with Athletic Directors to get their view."

Drs. **Erin Percival Carter** and **Rusty Stough** have had their paper accepted into the *Journal of Consumer Behaviour*. The paper is titled "What was Yours is (For Now) Mine: Prior User Knowledge Reduces Product Satisfaction but Can Improve Experiential Satisfaction in Access-Based Consumption." With the rise of the sharing economy, more consumers than ever are thinking about products not in terms of ownership but in terms of access necessary to facilitate experiences. In this paper, the team builds on prior literature, which distinguished product from experiential satisfaction, to explore the role that knowledge of a prior user plays in shaping these two types of satisfaction in access-based consumption experiences.

**Presentation & Research**

Drs. **Nadège Levallet** and **Qiujie "Angie" Zheng** collaborated on a paper abstract accepted by the Agricultural & Applied Economics Association (AAEA) 2023 Annual Meeting, which will be held July 23-25 in Washington, D.C. The paper's title is "Consumer valuation of aquaculture product attribute improvements by technologically-enabled innovation: The
case of Maine oysters." This project was awarded by the Maine Business School and Graduate School of Business Research Award 2022.

MaineMBA Alumni Awards

Last week's annual MaineMBA Alumni Awards and Business Forum was a wonderful event. Thank you to those who were able to attend. You can read more about our speakers and award winners in this story.

Faculty Success

The Journal of Consumer Behaviour awarded a paper by Dr. Rusty Stough and Jazlyn Dumas, a former student, Best Paper 2022. The paper's title is "When influencers are not very influential: The negative effects of social media verification."

Congrats to two of our faculty for their achievements! Dr. Patti Miles has been promoted to full professor, and Dr. Yonggang "Tim" Lu was awarded tenure at his current rank of Associate Professor. See the complete list of the 31 UMaine faculty members receiving tenure and/or promotion here.
**Student Success**

Four senior Finance majors competed in the CFA Institute Research Challenge last month. Dr. Stephen Jurich led them as faculty advisor. Read more about their journey [in this story](#).

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**Bear Treks**

These lovely gentlemen (and Melanie Brooks) accompanied 45 business undergraduates on an overnight trip to Boston last week. Students put their networking skills to the test at a Boston Executive Club of UMaine (BECUM) event on Wednesday night. On Thursday, they visited alums Jason Saucier at State Street, Andrew Graff at Allen & Gerritsen, and Mike Kuhn at DePuy Synthes/Johnson & Johnson.

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**Upcoming Event**
Dr. Matt Graham will host two Secret Service Agents and MBS alums, brothers Greg and Michael Pappas, in his BISSM classes on Thursday, April 20th. Greg and Michael will give students a brief history of the U.S. Secret Service, an overview of what it's like to be a Special Agent, and information about the Special Agent Talent & Achievement Recruitment or STAR program, which is open to recent college graduates. To reach as many MBS students as possible, Matt has created Zoom links for each of his classes and encourages any interested student to attend.

Zoom link for the 9:30 - 10:45 am class.
Zoom link for the 12:30 - 1:45 pm class.

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**Student Organizations**

**SPIFFY**

Last week, Dr. Sebastian Lobe and 16 students who are Directors and Sector Heads of the Student Portfolio Investment Fund (SPIFFY) were selected to attend [Quinnipiac's Global Asset Management Education (GAME) Forum](https://mail.google.com/mail/u/0/?ik=6098647e0e&view=pt&search=a... in New York City. The GAME Forum is the largest student-run financial conference in the world. It brings together current and future leaders of the financial services industry to explore and discuss the topical issues our global investment environment faces. With over 1,100 students in attendance, 100 speakers, and 77 companies and organizations, SPIFFY members were able to learn from some of the most successful financial experts from around the globe, attend workshops, network, and attended the global
portfolio competition. "After a three-year Covid-related hiatus, it was great to enjoy an in-person conference again," Dr. Lobe says.

**MBS Corps**

In collaboration with the Army ROTC 20th Maine Honor Society, the MBS Corps raised more than $2,000 through their recent dodgeball tournament and associated fundraising. The Maine Veterans Project and Service Dog Strong are the two veteran organizations benefitting. In addition, Maine Savings FCU donated $544 for MBS Corps to stock the food pantry, located on the first floor of DPC by the stairwell.